

CLAIMS:

1. A method of providing a recommendation of content to a user the method comprising the steps of:

determining (201) a user preference profile;

detecting (203) a content item interest;

5 determining (205) if the content item interest does not correspond to the user preference profile; and if so

determining (207) a temporary user preference profile in response to the content item interest;

10 determining (209) if other content items associated with the temporary user preference profile achieve high user preference values and only if so, modifying (213) the user preference profile in response to the temporary user preference profile.

2. A method as claimed in claim 1, wherein a number of preference content items associated with the temporary user profile are recommended to the user.

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3. A method as claimed in claim 2, wherein the step of determining (209) if the other content items achieve a high user preference value comprises determining a selection rate of the preference content items.

20 4. A method as claimed in claim 3, wherein the number of preference content items recommended before deciding whether to modify the user preference profile depends on the selection rate.

25 5. A method as claimed in claim 2, wherein the step of determining (209) if the other content items achieve a high user preference value comprises determining a user rating of at least some of the preference content items.

6. A method as claimed in claim 5, wherein the number of preference content items recommended before deciding whether to modify the user preference profile depends on the user rating of at least some of the preference content items.

5 7. A method as claimed in claim 1, further comprising the step of modifying the temporary user preference profile in response to the user preference values of the other content items

8. A method as claimed in claim 1, wherein the modification (213) of the user preference profile is realized by including a user preference profile addition.
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9. A method as claimed in claim 8, wherein the user preference profile addition is temporary.

10. A method as claimed in claim 8, wherein a dynamic update characteristic of the user preference profile addition is different from a dynamic update characteristic of the user preference profile.
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11. A method as claimed in claim 1, wherein the content item interest is detected from a detection of a user selection of a content item.
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12. A method as claimed in claim 11, further comprising the step of recommending the content item for initial selection.

13. A method as claimed in claim 12, wherein the recommendation of the content item is in response to an increase of preference values of other users for content items associated with the content item.
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14. A method as claimed in claim 1, further comprising the step of receiving topic interest information from an external source and wherein the content item interest is detected in response to the topic interest information.
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15. A method as claimed in claim 13, wherein the external source comprises at least one source chosen from the group of:

- a. newspapers;
- b. websites; and
- c. broadcast sources.

5 16. A computer program enabling a method to be carried out according to any one of the preceding claims.

17. A recommender for providing a recommendation of content to a user, the recommender comprising:

10 a recommender processor (111) for determining a user preference profile;
a user interface controller (107) for detecting a content item interest;
wherein the recommender processor (111) is operable to
determine if the content item interest does not correspond to the user
preference profile; and if so, to

15 determine a temporary user preference profile in response to the selected
content item; and

determine if other content items associated with the temporary user preference
profile achieve high user preference values and only if so, modifying the user preference
profile in response to the temporary user preference profile.

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18. A private video recorder (101) comprising a recommender as claimed in claim
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